

Provisional Product List for NAICS 51219: Postproduction Services and Other Motion Picture and Video Industries*

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Industry Subject Area	Working Group Code	Tri- lateral Detail	National Product Detail			English Title	English Definition	Product Exists in:			NAICS Industries Producing the Product			CPC Code
			Can	Méx	US			Can	Méx	US	Can	Méx	US	
51219	1					Audiovisual postproduction services	Providing computerized and electronic image and sound processing services in audiovisual works. The services include editing, transfer, color correction, digital restoration, visual effects, animation, duplication of masters, format conversion, compression and digital encoding, captioning, titling, subtitling, sound editing and design, and film laboratory services.	X	X	X	512190 512110	512190	512190 512110	96142
51219	1.1					Audiovisual editing	Edits visual and audio aspects of film, video, digital media, etc., by analyzing, evaluating, and selecting scenes in terms of story continuity and dramatic and entertainment value, using equipment such as viewers, projectors, and digital video editing devices. This includes stock shots selected from film and video libraries and incorporated into film or video.	X	X	X	512190 512110	512190	512190 512110	96142
51219	1.1.1	X				Linear editing	An editing process that requires edits to be entered and done in the sequence for the final version (as opposed to random access editing). Each segment has to be found, cued and then recorded in sequence, which necessitates the stopping of both tapes as each segment is located and cued.	X	X	X	512190 512110	512190	512190 512110	96142
51219	1.1.2	X				Nonlinear editing	An editing process where non-sequential segments can be found and cued anytime, making it possible for a sequence of edits to be previewed and assembled in real time in any order. Also referred to as random access editing.	X	X	X	512190 512110	512190	512190 512110	96142
51219	1.2	X				Transfers	Transfer of audiovisual production (motion picture film, video, digital media, etc.) from one format to another (e.g., protection masters or copies because the original is deteriorating). Examples include transfer of film to tape, digital media to film, digital media to tape, diapos to video, photo to video, etc.	X	X	X	512190 512110	512190	512190 512110	96142
51219	1.3	X				Color correction	This service consists of adding, modifying, or excluding color using digital techniques to film, video, digital media, etc.	X	X	X	512190 512110	512190	512190 512110	96142
51219	1.4	X				Digital restoration	This service consists of removing scratches from film, video, digital media, etc., by using digital techniques to get the film ready for the transfer process.	X		X	512190	512190	512190	96142

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51219	1.5	X				Visual effects	This service consists of introducing visual effects to film, video, digital media, etc., achieved with the aid of photographic or digital technology, occurring after the principal photography, or main shooting, of a film, etc. Examples include miniatures, optical and digital effects, matte paintings, double printing, fades, and vignetting.	X	X	X	512190 512110	512190	512190 512110	96142
51219	1.6	X				Animation	This service consists of creating pictures, abstract designs, and similar original compositions using various techniques including computerized animation or by sequences of drawings. This service includes claymation (animation of personages and objects created with clay).	X	X	X	512190 512110	512190	512190 512110	96142 96121
51219	1.7	X				Duplication of masters	Limited reproduction of the master of a film, video, digital media, etc. Examples include edit masters, generic edit masters, high definition masters, component masters, sub-masters, clones (an exact copy of the digital master), etc. These masters can be with or without titles, etc. These copies can be sent to a broadcaster to air on television, or can be sent to a manufacturer to produce copies for mass duplication for further distribution.	X	X	X	512190 512110	512190	512190 512110	96142
51219	1.8	X				Captioning	This service consists of adding text to the production, visible on screen, to a film, video, digital media, etc., using a character generator or a captioning data generation system. Includes open captioning and closed captioning services.	X		X	512190 512110	512190	512190 512110	96142
51219	1.9	X				Titling	Typesetter and graphical elements that serve to identify and enhance the audiovisual production through texts, including beginning titles, credits, and words throughout that enhance the program.		X	X	512190 512110	512190	512190 512110	96142
51219	1.10	X				Subtitling	Text insertion in the screen that is the translation of the dialogues and titles of the original work that are adapted to the language of the country in which the films or video is exhibited.		X	X	512190 512110	512190	512190 512110	96142
51219	1.11					Sound editing and design for audiovisual works	Adding or altering sound elements for the production of an audiovisual work, such as film, video, digital media, etc.	X	X	X	512190 512110 512240	512190	512190 512110 512240	96142
51219	1.11.1	X				Mixing of audiovisual works	This service consists of correlating the video and audio in order to derive sound related to the image. This is the final step in integrating the sound to coincide with the picture. This also includes adding prerecorded music to the audiovisual work that the client supplies.	X	X	X	512190 512110 512240	512190	512190 512110 512240	96142

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51219	1.11.2	X				Adding original music	Adding original music created by staff composers and recorded in-house to the soundtrack for film, video, digital media, etc. Music is generally background music and jingles for commercials. Also included is adding licensed music recorded in-house to a soundtrack.	X	X	X	512190 512110 512240 711510	512190 512240 711510	512190 512110 512240	96142
51219	1.11.3	X				Adding sound from music libraries	Adding music and sounds to a soundtrack where the source of songs and sound effects is a music library that the postproduction company is authorized to license to clients.	X	X	X	512190 512110 512210	512190 512290	512190 512110 512240	96142
51219	1.11.4	X				Foley stage sound design	Additional live creation and recording of audio that was not registered at the time of the production. Foley sounds can be any number of sound effects, used to either suggest a particular action that is not shown in the motion picture, or to enhance the normal sound of images in the motion picture. Examples include footsteps, doors closing, bird calls, heavy breathing, short gasps, etc.		X	X	512190 512110 512240	512190	512190 512110 512240	96142
51219	1.11.5	X				Additional dialogue recording (ADR)	Recording of dialogue done with the original actors, or voice-doubles for the original actors, as part of the initial production process. This process is to correct speaking errors not caught in the original production process, improve the existant dialogue recording, or to replace dialogue that was corrupted by outside noises (such as a passing jet, etc.).			X	512190 512110 512240	512190	512190 512110 512240	96142
51219	1.11.6	X				Foreign language dubbing	Creating a new dialogue soundtrack using a foreign language so that the words of the new version correspond to the lip movements and actions of the actors.	X	X	X	512190 512110 512240	512190	512190 512110 512240	96142
51219	1.11.7	X				Other sound services for audiovisual productions	All other sound services rendered to the producers of an audiovisual work.	X	X	X	512190 512110 512240	512190 512240	512190 512110 512240	96142
51219	1.12	X				Other postproduction services	Other postproduction services including format conversion services, compression services, etc.	X	X	X	512190	512190	512190	96142
51219	1.12.1		X		X	Format conversion	Any conversion of media material to a format differing spatially (pixel count, aspect ratio) and/or temporally (frame rate) from the original.	X		X	512190 512110		512190 512110	96142
51219	1.12.1.1				X	Screen ratio conversion	Converting film, video, digital media, etc., to a different ratio of picture dimension.	X		X	512190 512110		512190 512110	96142
51219	1.12.1.2				X	Standards conversion	Converting film, video, digital media, etc., to a different standard for viewing, such as converting the North American standard (NTSC) to the European standard (PAL, SECAM). These conversions apply to video, television programming, etc.	X		X	512190 512110		512190 512110	96142

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51219	1.12.2		X		X	Compression and digital encoding	The use of bit-rate reduction techniques to reduce the size of media for storage and for transmission (e.g., encoding using MPEG, JPEG, etc.). This service also consists of recording digital information to CD-ROM format.	X	X	X	512190 512110	512190	512190 512110	96142
51219	1.12.3	X				Other postproduction services not included above	Other audiovisual postproduction services not included previously.	X	X	X	512190	512190	512190	96142
51219	2					Motion picture film laboratory services	Services include processing motion picture film, printing, release printing, matching, film cleaning, etc.	X	X	X	512190	512190	512190	96142
51219	2.1	X				Film processing	Chemical processing (photographic development) of motion picture film.	X	X	X	512190	512190	512190	96142
51219	2.2	X				Matching	Cut, arrangement, and patch of the negative in a determined order according to the narrative needs of the film. This includes film segments trimmed to specific lengths.	X	X	X	512190	512190	512190	96142
51219	2.3	X				Ultrasonic film cleaning	Elimination, by means of high-frequency sound vibrations, of particles, grease, and fuzz which stick to the film.	X	X	X	512190	512190	512190	96142
51219	2.4	X				Correction of the light and color	Rectification of the light and the color base in the characteristics of magenta, cyan, and yellow.		X	X	512190	512190	512190	96142
51219	2.5	X				Release printing	Reproducing motion picture film for the purposes of distribution to exhibition houses.		X	X	512190	512190	512190	96142
51219	2.6	X				Other laboratory services	Other laboratory services not included previously.	X	X	X	512190	512190	512190	96142
51219	3	X				Video library services	Lending, selling, or renting of video graphics media that may serve as a media source for final use in a production of a film, video, digital media, etc. usually in documentaries.		X	X	512190 512110	514121	512190 512110	96142 84420
51219	4	X				Mass duplication and copying	Multiple or limited duplication of the master of a video, digital media, etc. Examples include screening copies, approval copies, copies of special events, etc. The copies are usually on VHS format. Reproducing film for the purposes of distribution to exhibition houses is included in product 2.5, Release printing.		X	X	512190 334610	512190	512190 334612	96142 38950
51219	4.1			X		Mass duplication	Multiple duplication of video, digital media, etc. Examples include screening copies, approval copies, etc. The copies are usually on VHS format.		X	X	512190 334610	512190	512190 334612	96142 38950
51219	4.2			X		Copying	Reproducing limited number of copies of video, digital media, etc., at the request of the client for the client's use. The copies are usually on VHS format.		X	X	512190	512190	512190	96142 38950
51219	5	X				Script translation	Translation of the script from one language to another so that it doesn't affect the original message of the audiovisual production.	X	X	X	541930	541913	541930	83910

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51219	6	X				Postproduction equipment rentals	This service consists of renting postproduction equipment such as editing systems and hard drives for storage.	X	X	X	532490	532493	532490	73129
51219	7	X				Other services	Other services including DVD authoring, sale of merchandise, etc.	X	X	X	512190	512190	512190 ?	96142
51219	7.1				X	DVD authoring	All aspects of finalizing a DVD, including menu creation and mastering.			X	512190		512190	96142
51219	7.2				X	Other services, n.e.c.	Other services not elsewhere classified. Includes sale of merchandise, etc. Also, includes the service of acquiring a music license on behalf of your client.	X	X	X	512190	512190	?	

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